



United States
Department of
Agriculture

Natural
Resources
Conservation
Service

October 2001



Visual Management Guide

The Natural Resources Conservation Service Symbol

Its Purpose and Use



Natural Resources Conservation Service
United States Department of Agriculture

Natural Resources Conservation Service Identity

In establishing a new symbol, the Natural Resources Conservation Service underlines its commitment to maintaining a positive image with historic continuance. NRCS renews an identity that has long standing effective communication use with its customers and stakeholders.

The basis for establishing an identity, for NRCS or any organization, is the perception and judgements the public makes in response to products, services, and personal contacts. That identity can be enhanced with clear, consistent communication materials branded with a recognizable and memorable symbol. The key to success in this endeavor is consistent use of symbols and other identifying products.

Meaning

The NRCS symbol has three elements: 1) The blue raindrop atop the green contour—The raindrop symbolizes both the purity and the power of natural forces that shape

the land. The contour symbolizes both landform and vegetation—tools used in conservation to capture the benefits of nature and protect the land. 2) The initials for the agency’s name—The modern typestyle of the initials reflects our use of the latest scientific knowledge in our conservation practices. 3) The agency name spelled out and in some cases accompanied by the name of the Department—The full name supplements the graphic elements and the initials.

Uses

The NRCS symbol shall be used with all information materials for all media generated by the agency. This includes print material (stationery, publications, posters, advertising, banners, and the like), dimensional material (exhibits, trade shows, seminars, events, conventions, sign systems), and electronic material (video, Internet, and interactive exhibits).

Relationship to Other Symbols

The NRCS symbol is a representation of one of the Department of

Agriculture’s many agencies. When used with the name and symbol of the Department, it shall generally appear in a subordinate position. When used with the symbols of other agencies of USDA, or with other Departments, it should be displayed in an equal manner or as may be determined by agreement. Its relationship to symbols for other agencies, states, and outside organizations is governed by the NRCS Conservation Communications Staff.

With Private Sector Partners

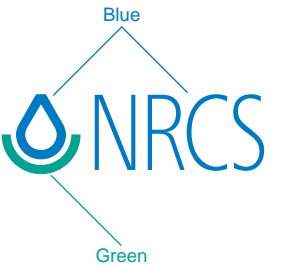
With private sector partners, the NRCS symbol may be displayed as appropriate, with the following caveat: The NRCS symbol shall not be displayed in a manner that constitutes warranty of private sector organizations, products, services, or endeavors, or that appears to favor one private sector organization or product over another. Private sector partners must obtain written permission to use the NRCS symbol from the NRCS Conservation Communications Staff.

The Symbol, the Agency’s Signatures, and Manner of Display
Symbol—The basic NRCS symbol is the raindrop and contour icon, and the initials for the agency. *Signatures*—The elements of the symbol are used in different configurations for various products and media, and at times with the name of the Department. These configurations become the agency’s signatures. The proportion and relationship of the NRCS initials, name, the graphic representations, and the manner of display with the Department name are fixed by design. Do not recreate them in any manner. The type font selected for NRCS identity is Frutiger Condensed in the weights light (47), regular (57), and bold (67).

Download electronic versions of this guide and symbol at:

<http://www.nhq.nrcs.usda.gov/CCS/nrcslogo.html>

Color
The NRCS symbol often appears in one color, usually black, or in one of the Pantone Matching System (PMS) colors. The preferred single color other than black is PMS 300 (blue). The selected two color version of the symbol is specified in PMS 300 (blue), and PMS Green. When shown in two colors, the colors within the symbol shall not be mixed or portrayed in any other way than as shown. Colors for the symbol are designated as follows. All elements are blue except the curved line graphic underneath the raindrop which shall be colored green.



NRCS Symbol Colors
Blue = Pantone 300
Green = Pantone Green

When four-color process printing is used, the two Pantone colors are formed by “building” with the four printing industry process colors known as CMYK:

C=Cyan,
M=Magenta,
Y=Yellow,
K=Black.
The screen percentages of the four process colors used to obtain the NRCS colors are:
Pantone 300 (blue)=
C-100%, M-43%, Y-0%, K-0%.
Pantone Green=
C-100%, M-0%, Y-65%, K=0%.

Basic Symbol

Typical Signatures



Signatures with USDA



Signature Reversed

When the symbol is presented on a dark background, reverse (drop out) the symbol to the background color.



Typical Applications
These products represent typical ways in which the NRCS symbol may be applied to information products. Materials for national

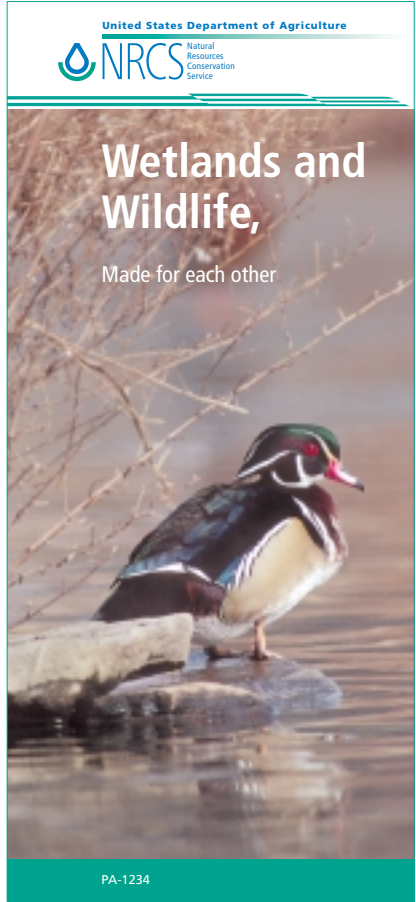
public distribution, and administrative materials such as the NRCS letterhead, adhere to the USDA's Visual Management System. Products unique to the agency

adhere to standards established by the USDA's Office of Communications and the NRCS Conservation Communications Staff.

Web site



4x9 brochure



Exhibit

